

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1.-11. (Cancelled).

12. (Currently Amended) A method for creating a viewer profile used for determining programming events of interest to a viewer, comprising:

receiving user navigation commands for navigation among predefined subject matter categories,

wherein the subject matter represented by each of said predefined categories is defined such that the predefined categories together form a hierarchy comprising at least a set of top-level categories, respective sets of first level sub-categories each corresponding to and encompassed by a top level category, and respective sets of second level sub-categories each corresponding to and encompassed by a first level sub-category, ~~and;~~ wherein said navigation is performed in accordance with said hierarchy, ~~and;~~ wherein the categories and the sub-categories are distinct from the programming events; and wherein each of the respective sets of second level sub-categories is distinct from one another;

receiving input from the user indicating that a predefined category of the hierarchy to which the user has navigated using said navigation commands is to be added to or deleted from a viewer profile that represents subject matter of interest to the viewer;

receiving qualified keyword input from the user associating a keyword supplied by the user with a specific category of the category hierarchy to indicate that the keyword describes subject matter of interest to the viewer only when that subject matter is also described by the category associated with the qualified keyword; and

storing data representing a plurality of categories indicated by the user as representing subject matter of interest to the viewer and qualified keywords specified by the user in the viewer profile in a computer readable medium.

13. (Previously Presented) The method claimed in claim 12, further comprising receiving input from a user specifying a keyword representing subject matter of interest to the viewer.

14. (Previously Presented) The method claimed in claim 13, wherein said input specifying a keyword comprises a keyword preference score indicating an amount of viewer interest in subject matter represented by a specified keyword.

15. (Cancelled).

16. (Previously Presented) The method claimed in claim 12, wherein said input indicating that a predefined category represents subject matter of interest to the viewer comprises a category preference score indicating an amount of viewer interest in subject matter represented by the category.

17. (Previously Presented) The method claimed in claim 12, further comprising receiving input from a user specifying a priority of said viewer profile relative to other viewer profiles when multiple viewer profiles are used for determining programming events of interest.

18. (Previously Presented) The method claimed in claim 12, further comprising receiving input from a user specifying a maximum number of alerts to be generated using said viewer profile within a given period of time.

19. (Cancelled).

20. (Previously Presented) The method claimed in claim 12, further comprising receiving input from a user specifying times of day during which the viewer profile is to be used for identifying programming events of interest.

21. (Currently Amended) A programmable device for determining programming events of interest to a viewer, the device comprising a computer readable medium storing programming code to control the device to perform processing comprising:

receiving user navigation commands for navigation among predefined subject matter categories,

wherein the subject matter represented by each of said predefined categories is defined such that the predefined categories together form a hierarchy comprising at least a set of top-level categories, respective sets of first level sub-categories each corresponding to and encompassed by a top level category, and respective sets of second level sub-categories each corresponding to and encompassed by a first level sub-category; ~~and;~~ wherein said navigation is performed in accordance with said hierarchy; ~~and;~~ wherein the categories and the sub-categories are distinct from the programming events; wherein each of the respective sets of second level sub-categories is distinct from one another; and

wherein said navigation is performed in accordance with said hierarchy;
receiving input from the user indicating that a predefined category of the hierarchy to which the user has navigated using said navigation commands is to be added to or deleted from a viewer profile that represents subject matter of interest to the viewer;
receiving qualified keyword input from a user associating a keyword supplied by the user with a specific category of the category hierarchy to indicate that the keyword describes subject matter of interest to the viewer only when that subject matter is also described by the category associated with the qualified keyword; and

storing data representing a plurality of categories indicated by the user as representing subject matter of interest to the viewer and qualified keywords specified by the user in the viewer profile in a computer readable medium.

22. (Previously Presented) The device claimed in claim 21, said processing further comprising receiving input from a user specifying a keyword representing subject matter of interest to the viewer.

23. (Previously Presented) The device claimed in claim 22, wherein said input specifying a keyword comprises a keyword preference score indicating an amount of viewer interest in subject matter represented by a specified keyword.

24. (Cancelled).

25. (Previously Presented) The device claimed in claim 21, wherein said input indicating that a predefined category represents subject matter of interest to the viewer comprises a category preference score indicating an amount of viewer interest in subject matter represented by the category.

26. (Previously Presented) The device claimed in claim 21, said processing further comprising receiving input from a user specifying a priority of said viewer profile relative to other viewer profiles when multiple viewer profiles are used for determining programming events of interest.

27. (Previously Presented) The device claimed in claim 21, said processing further comprising receiving input from a user specifying a maximum number of alerts to be generated using said viewer profile within a given period of time.

28. (Cancelled).

29. (Previously Presented) The device claimed in claim 21, said processing further comprising receiving input from a user specifying times of day during which the viewer profile is to be used for identifying programming events of interest.

30.-35. (Cancelled).

36. (Previously Presented) The method claimed in claim 12, wherein each category and sub-category comprises an identifier that identifies the type of subject matter of at least one event.

37. (Previously Presented) The method claimed in claim 12, wherein each category and sub-category comprises an identifier that identifies the type of subject matter of at least one event without being the at least one event.

38. (New) The method claimed in claim 12, wherein each of the respective sets of second level sub-categories differ in at least one second level sub-category.

39. (New) The method claimed in claim 12, wherein the hierarchy further comprises respective sets of third level sub-categories each corresponding to and encompassed by a second level sub-category.

40. (New) The method claimed in claim 12, wherein the hierarchy further comprises respective sets of final level sub-categories each corresponding to and encompassed by a previous level sub-category; and wherein each of the respective sets of final level sub-categories are distinct from one another.

41. (New) The method claimed in claim 40, wherein the respective sets of final level sub-categories are the second level sub-categories; and wherein the previous sub-category is the first level sub-category.

42. (New) The method claimed in claim 12, wherein one of the top-level categories comprises sports; wherein one of the first level sub-categories corresponding to and encompassed by the top level category is football; and wherein one of the second level sub-categories corresponding to and encompassed by the first level sub-category is NFL.